If you prefer to walk, stroll up Fifth Avenue, along the edge of the park. Then go inside, around the zoo, the mall, the Sheep Meadow (home of many a demonstration), and, especially, Bethesda Fountain. The people are the show! You'll see more kinds of people (mostly young) wearing more kinds of clothes and walking more kinds of dogs than you ever dreamed possible. And if you listen long enough, you'll hear most of the world's major languages — and many of the minor ones, too. Except for the United Nations, Central Park is probably the most international piece of land on earth.

DON'T WALK. *RUN* TO THE NEAREST PAN AM JET. NEW YORK IS JUST ACROSS THE SEA . . . WAITING FOR *YOU*.

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Help!

After you've used this guide we'd like to hear your comments on the guide itself, any of the places listed, or places you think *should* be listed. We can't promise to answer every letter, but we guarantee that we'll consider each of your recommendations before we print next year's edition. Write to Assistant Manager-Sales Promotion, Advertising Department, Pan American World Airways, 200 Park Avenue, New York, New York 10017, USA.
Thanks . . . and have a great time!

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1970 EDITION

NEW YORK NOW

A young look at the big town

F503E

Some of the world's great cities have broad tree-lined boulevards. Some trace their history back thousands of years, with treasures to prove it. Some lie in luxury along gorgeous crescent beaches. Some have glittering harbors, or high-soaring mountains, or lush vegetation, or balmy sea breezes.

But there's a city with *none* of these . . . and it's the one many call the greatest of all.

NEW YORK!

See all the great cities someday, but see this one while you're young. It's fast, throbbing, exciting, stimulating, loud, proud, always-changing, never-ending. It's incredibly international. And most important — read carefully because this is what it's all about, this is what you'll see and feel every moment you're here — most of all it's . . . NOW.

General Advice (Before We Begin)

- In this fast-changing world, no city changes faster than New York. And nothing in New York changes faster than the kinds of places we're going to describe . . . so *always* re-check the facts before making final plans.
- Use this guide as a supplement to a more traditional and comprehensive guide, like Pan Am's excellent *New Horizons USA*, available at your nearest Pan Am office.
- It would take an *encyclopedia* to describe all the things to do in New York — and by the time it was published, it would be obsolete. In fact, even New Yorkers don't have time to do everything. (It's a great excuse to come again.)
- Bring comfortable shoes and get a good street map . . . because New York — like Paris — is a place you should see on foot.
- We're going to list some of New York's most interesting places — some virtually unknown by tourists — regardless of how little or how much they cost. Of course, you shouldn't spend all of your money in New York — but you shouldn't save it all either!
- Finally, while this folder emphasizes the young, it is meant for those who *think* young, too. True, places like the *Electric Circus* and other Greenwich Village entertainment spots (which we will describe later)

attract young people, many of them under 21. And most of the First, Second, and Third Avenue bars, plus restaurants like *Max's Kansas City*, attract mostly people in their 20's. But the places we'll discuss have no age barriers; and at many of them you'll see young people of *all* ages.

General Advice (Before You Begin)

On the way to the USA, Pan Am makes the going great. We're the world's most experienced airline . . . because we were first on the world's major air routes . . . and because we fly more people to more places than any other international airline. Wherever in the world you are, you're not far from a convenient Pan Am Jet Clipper to the USA. (Another Pan Am "first" is the fabulous new 747, now in service on many of our worldwide routes. There has never been a plane like this one so catch it if you can. A trip on the luxurious 747 costs no more than on an ordinary jet.)

And Pan Am doesn't just fly you to New York and forget you! We have a new Hospitality Center for international visitors. Open Monday-Friday from 9:00 to 5:30, the Center has a comfortable lounge, major newspapers from around the world, brochures on the USA, a large map of New York, and a poste restante service. Have mail addressed to you c/o Hospitality Center, Pan American World Airways, Pan Am Building, New York, New York, 10017, USA.

So whether you choose luxurious First Class *President Special* or economical *Rainbow* Economy service, you'll be glad you chose Pan Am. See your nearest Pan Am office or authorized Pan Am Travel Agent.

Now, let's go!

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ART MUSEUMS AND GALLERIES (and culture in general)

No one should miss the *Metropolitan Museum of Art*, with its outstanding collection of almost everything. Or the *Museum of Modern Art*, with what seems like most of the most famous paintings of the 20th century. Or *The Cloisters*, Medieval European art in a beautiful setting, overlooking the Hudson River (take a picnic lunch). Or the *Guggenheim Museum*, or the Whitney *Museum of American Art*, each worth a trip for the building alone.

But to see today what the big museums will exhibit tomorrow, stop at some of the small galleries.

Many of the best are located on 57th Street between Avenue of the Americas and Park Avenue, and on Madison Avenue between 57th and 80th Streets. On warm Saturday afternoons, hundreds of New Yorkers stroll in the area and stop at the galleries that interest them. The *New York Times*, especially the Saturday edition, is a good source of information on the latest exhibits. The following galleries can usually be counted on for good shows. *Leo Castelli* and *Sidney Janis*, interesting contemporary exhibits. *Marlborough-Gerson*, established modern artists. *Howard Wise*, light and kinetic art. *Dwan*, contemporary sculpture, including primary structures. *Pace* and *Andre Emmerich* are also good, and the latter is known for both pre-Colombian art and modern abstract painting. *Knoedler* is one of the best galleries featuring both modern and traditional art.

If you're in the area, you may enjoy watching an art auction at the *Parke-Bernet*, 76th Street and Madison. Again, check *The Times* for specifics.

Aside from the art world, there are *always* exciting things happening in the theater (Broadway, Off-Broadway, and Off-Off Broadway). Plus an amazingly wide choice of events in other areas: music, dance, cinema, lectures, etc.

For details on what's happening during your visit see *The New York Times* (On Sundays, the entertainment section is often 30 pages or more), the *Village Voice* (specializing in Greenwich Village events), or *New York* and *The New Yorker* magazines.

NIGHT LIFE

New York must have more places to go at night than any other city in the world. And there are all kinds of places at all kinds of prices, including everything from simple bars to sophisticated clubs.

For a start, along First, Second, and Third Avenues, between 60th and 86th Streets, there are well over 100 bars. Many serve giant hamburgers and other simple dishes; a few serve more elaborate and expensive meals; several are popular for late and lazy Sunday breakfasts. Some are "in," with lines of young singles and couples waiting to enter. Others are "out" and almost empty. The popularity ratings change constantly; but when a bar becomes unpopular, it doesn't take long to get a new owner, a new decor, and a new name. Many of the names are deliberately bizarre: *Daly's Dandelion, Maxwell's Plum, Dorrian's Red Hand, Muggs, The Mad Hatter, The Red Onion* (with live banjo music), *Thursday's, Friday's* and many more.

A few bars in the area — such as *Martell's, Allen's, Tinker's* and *Gleason's* — have been popular for several years.

Other restaurant-bars in nearby neighborhoods, each with a large and interesting clientele — especially late in the evening — include *Elaine's, P.J. Clarke's, Frey's,* and *The Madison Pub*. In other parts of town, try *Joe Allen* (in the theater district, popular after the show with both audiences and performers), *The Ginger Man* (near Lincoln Center), and *The Cellar* (on the Upper West Side). In Greenwich Village, three of the best are *The Ninth Circle, Casey's* and *Chumley's*.

If you want to mix with young New Yorkers, relaxing after a hard day's work, stop around 5:30 at *Charlie Brown's*, right in the lobby of the Pan Am Building, Park Avenue and 45th Street.

The following is a sample of other interesting places to go at night. Still more are listed in *New York, The New Yorker*, or the *Village Voice*.

And remember, whenever possible, make a reservation.

DISCOTHEQUES — The usual "minimum" charge is $6 per person ($8 on weekends), which you can use for drinks but must pay even if you don't drink. Among the best: *Aux Puces*, 70 E. 55, phone 688-2920, small, elegant decor, international clientele. *C'est Moi*, 64th St. off Second Avenue, 935-1416, $4 minimum per person ($6 on weekends), located above Sam's — a popular restaurant. The North African decor was inspired by an old Humphrey Bogart film. *Directoire*, 160 E. 48, 758-9570, very attractive, no minimum, jackets are required for men. *Salvation Too*, 30 Central Park South, 752-4365. To take best advantage of the beautiful view of Central Park, reserve a table at the window. *Yellowfingers*, 60th St. off Third Avenue, 752-0980, $6 minimum, lots of people, no food. *Wheels*, 1591 Second Avenue, 879-3777, crowded, noisy, live music, $2 entrance fee on weekends, no minimum, no reservations. *Electric Circus*, 23 St. Mark's Place, 777-7080, large and loud, younger crowd, live music, no liquor, no reservations, $5 entrance fee on weekends (less during the week for students with school identification).

Note: Most discotheques are closed one night a week, and many admit couples only. Since the rules tend to change frequently, it's a good idea to call in advance. And don't spend all your money on drinks since some discotheques now charge an outrageous 50¢ to check your coat.

LESS EXPENSIVE, and fun. (Make reservations) *The Bitter End* (folk rock), *Village Vanguard* (jazz), *Village Gate*, and many other places in Greenwich Village feature both well-known and new talent, all young and lively. The entrance fees are $2.50 to $4.00, and the minimum is $1.25 or more. Some serve liquor; others, coffee and soft drinks. *Fillmore East* is a large theater where most of the top young entertainers eventually perform. No food or drinks. Tickets are $3.50, $4.50 and $5.50.

HARD TO CLASSIFY, (but all serve food and drinks). *Charley O's*, at Rockefeller Center, 33 W. 48, is an attractive place to go anytime. And it offers what may be New York's best bargain: a cup of coffee at

the sandwich bar for 5¢. (We can't guarantee how long this offer will last!) *Brasserie*, 100 E. 53, is a popular medium-priced restaurant which never closes. Great for the end of a late night or the beginning of an early morning. It's especially well-known in the early hours for all kinds of eggs, and there's often a line of people waiting for tables. Also try the lobby of the *Algonquin Hotel*, 59 W. 44, intimate, popular for decades with writers and publishers, especially good after the theater. Or *The St. Adrian Company*, 673 Broadway, near Third St. Lots of people with lots of hair. On a recent weekend, it was too crowded to move . . . or breathe. Next weekend? Who knows.

UNDER CONSTRUCTION By the time you arrive, the following places may (or may not) be ready for action. *Le Drugstore*, patterned after the European models, with everything from bars to boutiques. *The Roof*, another floor of entertainment above *C'est Moi*, the discotheque.

RESTAURANTS

New York probably leads the world in both the number and the variety of its restaurants. For a description and rating of over 700 New York restaurants, in all price ranges, buy *The New York Times Guide to Dining Out in New York*, $2.95, written by an expert on the subject. And to find out more about New York's less expensive restaurants, read *The Underground Gourmet*, $1.95. These books, and other useful guides to New York, are usually available at major bookstores throughout Manhattan.

If you want to see New York's most famous and expensive restaurants, here are two ways to do it and still save money. First, many of them, like the impressive *Four Seasons*, have bars with cocktails for $2 or less. Have a drink and look around. (You can do the same thing at the famous hotels, like the *Plaza* and the *Regency*.) Second, many of the important restaurants have a complete *prix fixe* lunch, including everything but drinks and tips, for $7.50-$9.25. It's expensive, but the same food in the evening costs twice as much — or more! A few of New York's finest are *La Caravelle*, *Lafayette*, *La Grenouille*, *Le Pavillon*, *Le Veau d'Or* (somewhat less expensive), and *Lutèce*.

Here's a small selection of excellent, mostly medium-priced places. Though many of them are unknown by tourists, they are extremely popular with New Yorkers — so make a reservation if possible.

BRAZILIAN — Cabana Carioca, 123 W. 45, second floor, phone 582-8510. Daily specials cost $2.50-$3.00. No liquor is served. Closed Mondays.

CHINESE — Pearl's, 149 W. 48, 586-1060. An average lunch is $2.50-$5.15; dinner $7.50. No reservations are accepted for lunch. (The Chinatown area, of course, also has many excellent restaurants in all price ranges.)

CONTINENTAL — Café Europa, 220 E. 53, 755-0160. Very attractive, with a garden in the summer. No lunch is served, and *prix fixe* dinners are $7-$8.

FRENCH — Le Perigord, 405 E. 52, PL 5-6244. The *prix fixe* lunch is $5.50; dinner, $9.50.

GERMAN — Kleine Konditorei, 234 E. 86, RE 7-7130. Main courses from $2.25 to $6.50. *Zum Zum* [7 locations: Pan Am Building (45th St. and Park), 45th St. and Lexington, 58th St. and Lexington, 42nd St. and Fifth, 50th St. and Broadway, Fulton St. between Broadway and Nassau, 74 Broad Street]. Probably the best quick lunch counters in town, German specialties, usually crowded.

HUNGARIAN — Tik Tak, 77th St. and Second Avenue, RH 4-9699. Complete lunch is $2.10, and an average dinner costs $5.00. Only beer and wine are served.

ITALIAN — Isle of Capri, 1028 Third Avenue at 61st St., PL 8-1828. An average lunch is $6; dinner, $10.

JAPANESE — Benihana of Tokyo, 61 W. 56, LT 1-0931. An average lunch is $6, and a *prix fixe* dinner is $6-$7.25.

LATIN AMERICAN — La Fonda del Sol, 123 W. 50, PL 7-8800. An average lunch is $4.50, and *prix fixe* dinners are $8.25. On Sundays, there's a Latin fiesta from 2:00 to 9:30. The price — including food and sangria or beer — is $8.95.

MEXICAN — El Parador, 325 E. 34. Dinners from $4-$6.00. No reservations; usually you must wait for a table.

MIDDLE EASTERN — Cedars of Lebanon, 39 E. 30, MU 6-9634 or OR 9-6755. Average lunch, $2; dinner, $3.

SCOTTISH — Andrew Maclean's, 48 E. 53, 751-0176, popular with businessmen. Main courses are $2.75-$6.25 at lunch and $3.95-$6.75 at dinner. There's a lively atmosphere at lunch, and a wooden statue called "Andrew Maclean" will sit with you if there's an empty seat at your table.

SPANISH — El Faro, corner of Horatio St. and Greenwich St. (not Greenwich Avenue, which is better known). Meals from $4.00-$5.75. (We probably shouldn't tell you about this place! It's already so popular you may have to stand at the bar for an hour waiting for a table.) No reservations. *The Good Table*, 45 Lexington Avenue, between 24th and 25th Sts., MU 4-9041. Main courses are $2.75 to $4.50 downstairs, and there's a *prix fixe* meal, including wine, upstairs, for $8.00. Meat fondue is a specialty, along with the Spanish dishes. An attractive place, with a flamenco guitarist playing in the bar area.

U.S. When in the States, you'll naturally want to try North American restaurants, too. Here are some interesting ones.

Max's Kansas City, 213 Park Avenue South (between 17th and 18th Sts.) Dinners from $2.95-$6.50; the specialties are steak and lobster. Very crowded (sometimes you can't even get into the bar area). Lots of hippies. No reservations. *Max's Terre Haute* (that's a city in Indiana) is now open, under the same ownership, at First Avenue and 73rd St.

Sweet's, 2 Fulton St., at the Fulton Fish Market. An average meal is $5. A popular fish restaurant, closed weekends. There are no reservations, and if you aren't in line by 8:00 p.m., you won't be admitted. *Tin Lizzie Steak House*, 140 W. 51, 582-3535. Steaks from $5.95 to $7.95. Other main courses from $4.25. The place has an unusual 1920's decor, including an old car parked in the middle of the bar! Entertainment nightly.

West Boon Dock, Tenth Avenue at 17th St. Lunch is $1.60 to $3.50; dinner, $2.50 to $4.75. Located in a little-known (and usually deserted) part of town, this restaurant serves "soul food" of Southern and Negro origin. You can try such specialties as ham hocks, smothered pork chops, collard greens, candied yams, and blackeyed peas. Live jazz every night. No reservations.

Soul East, 317 E. 79, 534-9820, is more centrally located and also serves soul food. It is not open for lunch, and main courses at dinner are $2.95-$5.50.

Yellowfingers Butcheria, Third Avenue at 60th St. Meals from $2.00 to $4.00. There's a small menu that includes European specialties. A popular restaurant in an active neighborhood. No reservations.

SHOPPING

If you want something that you can't buy in New York, you probably shouldn't want it! All of the following stores are popular, up-to-date, and range in price from moderate to expensive.

Clothes: Three or four years ago, New York was far behind several other cities in avant-garde fashions. But lately, as if to make up for lost time, new styles are being seen constantly . . . and new stores are opening to sell them.

FOR WOMEN — Whether you want to buy or just window-shop, try to see some of these. *Annacat*, 924 Madison Avenue, at 73rd St., a branch of the London store. Then walk down Madison to *Rive Gauche*, 855 Madison, fashions by Yves Saint Laurent. Then, *Gavroche*, 827; *Sportique Unlimited*, 816. (If, at this point, you want your hair fixed, stop at *Vidal Sassoon*, 803.) *Tapemeasure*, 799; *Paraphernalia*, 795; *Latinas*, 769. And that's just one neighborhood!

Then try *Bergdorf Goodman*, Fifth Avenue and 57th St., 6 floors of fashions for women (for the young look, see the Bigi Shop, 6th floor.) And *Bonwit Teller*, across the street at 721 Fifth Ave. (go to the Espresso Shop, 2nd floor). Don't miss *Henri Bendel*, 10 W. 57. Or *Abracadabra*, 243 E. 60. Or *Allen & Cole*, 150 E. 54. Or *Ohrbach's*, 5 W. 34, which has a good selection of clothes at money-saving prices.

Many stores specialize in European imports so, of course, if you're from Europe — or travel there — you won't want to spend more money for the same clothes in New York.

FOR MEN — The same is true with European imports for men, which can be found at some of the following stores (all of which specialize in the newest styles). *Saint-Germain*, Third Avenue near 61st St., French imports. *Lehman Saunders*, Third Avenue at 62nd St. *Beauchamp Frères*, 242 E. 50. *Halstan, Ltd.*, Broadway between 112th and 113th Sts., near Columbia University and popular with students. *De Noyer*, 219 E. 60. *Bonwit Teller*, (use the entrance on 57th St., east of Fifth Ave.) Expensive designs by Pierre Cardin, Bill Blass, Hermès, and others. *Meledandri*, 74 E. 56, especially expensive. *Casual-Aire*, 665 Lexington Avenue, more moderate. *Le Dernier Cri*, 68th St., east of Madison. *Blades*, 905 Madison, a branch of the London store.

For traditional U.S. "Ivy League" styles, go to *Brooks Brothers*, *Paul Stuart*, *Chipp*, or *J. Press* (all expensive, all located around 45th St. and Madison). *Roger Gray*, 554 Madison, has both European and American styles. *Barney's*, Seventh Avenue at 17th St., is a gigantic store with 60,000 men's fashions in all styles and prices.

PSYCHEDELIC STYLES — (Far-out clothes for anyone who wants to wear them. Most of the following stores are less expensive than those already mentioned). *The Conspiracy*, 717 Lexington Avenue. *Different Drummer*, 788 and 792 Lexington (between 61st and 62nd Sts.) *Limbo*, 200 E. 59.

Shop in Greenwich Village, too. *Many* stores carry tomorrow's fashions, and every street is a fashion show. The best shopping areas, for clothes and just about anything else, are St. Mark's Place, between Second and Third Avenues; 8th St., between Fifth Avenue and Avenue of the Americas; West 4th St., between Avenue of the Americas and Sheridan Square. While you're in the area, walk through Washington Square Park; Macdougal St., between 8th St. and Bleecker; and Bleecker St., between Macdougal and LaGuardia Place. You'll see still more stores and far-out styles, plus several of the well-known entertainment spots.

Department Stores (general): *Bloomingdale's*, 59th St. and Lexington, is the most interesting all-purpose store in town.

Discount Store: Go to *Korvette's*, 575 Fifth Avenue, and other locations, for TVs and major household appliances.

Eyeglasses: If you can't see the price tags in the other stores (or can't believe your eyes), stop at *Vision Unlimited*, Third Avenue near 61st St., for a large "new look" selection, including sun glasses.

Interior Design (furniture and other items for the home). Some of the best contemporary designs can be seen at *Design Research*, 53 E. 57; *Bonniers*, 605 Madison Avenue; and *Georg Jensen*, Fifth Avenue at 53rd St. Try *Albrizzi*, 991 Madison, at 77th St., a small store which specializes in plastic furnishings. *George Kovacs*, 831 Madison, has an excellent selection of lamps. *Azuma*, 790 Lexington Avenue and other locations, sells a wide range of colorful and inexpensive items for the home. And don't miss *On 1st*, First Avenue between 63rd and 64th Sts., specializing in art objects and toys. The store itself has an interesting façade and an unusual decor. *Hammacher Schlemmer*, 145 E. 57, has floors of housewares and unusual gadgets that cannot be found elsewhere. You'll find several other interesting stores on 51st St., between Second and Third Avenues.

Leather: If money is no problem, stop at either *Gucci* shop, Fifth Avenue at 54th St., and between 54th and 55th Sts., branches of the Italian stores.

Photographic Equipment: If you want to save money after some of these other stores, *Peerless* (43rd St. and Lexington) and *Willoughby* (110 W. 32) are both known for reasonable prices.

Records: *Sam Goody*, *The Record Hunter*, and others are known for large selections and low prices. Less well-known, however, is *Colony*, 52nd St. and Broadway. This store has a large stock of once-popular records that you can't find anywhere else.

Sporting Goods: The last word is *Abercrombie & Fitch*, 45th St. and Madison.

Toys: If you have a young friend or relative at home, be sure to stop at *F.A.O. Schwartz*, Fifth Avenue at 58th St., or *Creative Playthings*, 1 E. 53rd St.

Miscellaneous: *American Indian Art Center*, 1051 Third Avenue, at 62nd St., Indian and Eskimo art objects. *Sandy Burr*, *Sybarites*, *Scarabaeus*, and *Serendipity* (can you believe those *names*?) are all on 60th Street, between Second and Third Avenues. If you can, stop at all four. Some serve refreshments and have unusual decors; all specialize in art nouveau items, interior design, unusual small objects of all kinds, curios, and pop-art Americana.

SIGHTSEEING

All the guide books tell you what to see in New York so we won't bother. But here are two places that are too new to be in some of the guides . . . and you shouldn't miss them.

The Ford Foundation Building, 320 E. 43, is the most remarkable new structure in New York. If you're interested in architecture, you must see it. (Be sure to walk through the lobby to 42nd Street.)

Central Park, of course, is not new . . . but the fun is! In the past two or three years, especially on warm weekend afternoons, it has become a center of activity. Bicycle riding is a favorite weekend sport in the park, and there are shops that rent bikes for around $1.50 per hour.